



AIRPORTS COUNCIL  
INTERNATIONAL

# PROMOTING DESTINATION

Cooperation between regional airports,  
Destination Marketing Organisations  
(DMOs) and National Tourism  
Organisations (NTOs)

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In an era where the aviation industry is constantly evolving, the importance of strategic collaboration cannot be overstated. This guidance material, "Promoting Destination: Cooperation between Regional Airports, Destination Marketing Organisations (DMOs), and National Tourism Organisations (NTOs)," serves as a comprehensive guide for fostering such collaborations to enhance and effectively manage destination promotion efforts.

At ACI EUROPE, we are dedicated to supporting our regional members in navigating the multifaceted challenges of modern travel, ensuring sustainable growth and competitive air connectivity.

Aligned with our 2024 Policy Manifesto – which focuses on ensuring sustainable and competitive air connectivity for passengers, communities, and our planet – this guide offers innovative tools that empower regional airports to become key players in promoting sustainable tourism, fostering economic vitality, and engaging local communities.

We extend our heartfelt thanks to the European Travel Commission for their support in developing this guidance material. Their expertise and collaboration have been instrumental in creating a resource that not only supports our members but also aligns with our shared broader goals of sustainability and competitiveness in air connectivity.

Through this guide, we envision a future where strategic partnerships and a steadfast commitment to sustainability drive the success of European destinations. By working together, we can create vibrant, attractive regions that thrive economically while preserving their unique social, cultural, and natural heritage.

Sincerely,

Olivier Jankovec  
Director General  
ACI EUROPE

This guide is tailored for European regional airports seeking collaboration with Destination Management Organisations (DMOs) and National Tourism Organisations (NTOs) to bolster destination promotion efforts, thereby fostering the sustainable growth of European tourism.

### The primary objectives of this guide are to:

- Provide European regional airports with a structured approach to collaborate effectively with DMOs and NTOs in promoting destinations.
- Enhance passenger traffic and revenue generation through targeted destination promotion initiatives, with a focus on off-season travel and spreading tourism flows throughout the year.
- Foster sustainable tourism practices prioritising environmental conservation, cultural preservation, and community engagement.

### The scope of this guide encompasses:

- Collaborative strategies for marketing campaigns, information centres, destination branding, package deals, and market research.
- Practical recommendations and checklists for implementing destination promotion strategies effectively and sustainably.
- Sustainable tourism practices aligned with environmental, social, and economic sustainability principles.
- Involvement of stakeholders such as air carriers, local and regional governments in supporting destination promotion efforts.
- Case studies showcasing successful collaborations between regional airports, DMOs, and NTOs in promoting European destinations.



As the dynamics of the travel industry evolve and competition among destinations escalates, regional airports emerge as vital players in facilitating access to European regions and showcasing their distinctive attractions. Developed by ACI EUROPE, this guide aims to equip European regional airports with a robust framework for collaborative endeavours with DMOs and NTOs in effectively promoting destinations in a sustainable way.

With objectives centred on boosting passenger traffic, revenue generation, and regional economic growth, this guide presents diverse joint actions and strategies for sustainable destination promotion. From collaborative marketing campaigns to sustainable tourism practices, emphasis is placed on strategic partnerships and community engagement to maximize the impact of such promotional efforts.

By harnessing the resources and strengths of regional airports, DMOs, and NTOs, this guide seeks to empower European regions in attracting more visitors, stimulating economic activity, and showcasing their rich cultural and natural heritage globally. Through effective collaboration and steadfast commitment to sustainability, regional airports are poised to play a pivotal role in propelling the growth and development of European tourism destinations.

## 04 BENEFITS OF PROMOTING DESTINATION

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### a. For regional airports

#### 01 Increased Passenger Traffic

Effective destination promotion can attract more travellers to the region served by the airport, leading to increased passenger traffic. As more people choose to visit the destination, the demand for air travel to and from the regional airport grows throughout the year, not only during the peak season.

#### 02 Revenue Generation

Higher passenger traffic translates into increased aeronautic and non-aeronautic revenue for regional airports through various channels such as parking fees, retail and dining sales, and advertising opportunities within the terminal.

#### 03 Enhanced Connectivity

As regional airports become more attractive destinations, airlines may be incentivised to add new routes or increase flight frequencies to meet the growing demand (either to hubs or point-to-point). This improves connectivity and accessibility, making the region more accessible to domestic and international travellers.

#### 04 Improved and More Energy-efficient Infrastructure

Increased passenger traffic resulting from destination promotion can justify investments in airport infrastructure upgrades and expansions. This includes improvements to terminal facilities, runway enhancements, and the development of ancillary services to accommodate the growing number of passengers.

## b. For DMOs and NTOs

### 01 Enhanced Connectivity

Collaborating with regional airports improves accessibility to the destination, making it easier for travellers to reach the region by air. This increased connectivity facilitates the growth of inbound travel and is particularly crucial for remote, peripheral, and insular destinations.

### 02 Integrated Marketing Efforts

Partnering with regional airports allows DMOs and NTOs to integrate their marketing efforts with airport promotion initiatives. This synergy helps create a cohesive message about the destination, reaching travellers at various touchpoints throughout their travel journey, from trip planning to arrival and departure.

### 03 Visitor Information Services

Regional airports serve as gateways to the destination, making them ideal locations for providing visitor information services. DMOs and NTOs can collaborate with airports to set up information centres or kiosks within the terminals, offering brochures, maps, and other resources to assist travellers in exploring the destination.





## 04 Coordinated Events and Promotions

Working with regional airports enables DMOs and NTOs to coordinate events, promotions, and welcoming initiatives that enhance the visitor experience upon arrival. This could include airport welcome receptions, special offers on transportation or attractions, or themed promotions that showcase the destination's unique offerings.

## 05 Data Sharing and Analysis

Regional airports collect valuable passenger data that can be shared with DMOs and NTOs for market research and analysis. This data includes traveller demographics, origin markets, booking patterns, and preferences, which can inform targeted marketing strategies and product development efforts.

## 06 Collaborative Infrastructure Development

DMOs and NTOs can collaborate with regional airports on infrastructure development projects aimed at enhancing the visitor experience. This could include improvements to airport facilities, transportation networks, signage, and amenities that align with the destination's branding and tourism priorities.

## 07 Destination Training and Education

Regional airports can serve as venues for destination training and education programs organized by DMOs and NTOs. These programs provide airport staff, airline personnel, and travel agents with insights into the destination's attractions, culture, and logistics, enabling them to better assist travellers and promote the destination effectively.

## 08 Stakeholder Engagement and Networking

Collaborating with regional airports provides opportunities for DMOs and NTOs to engage with local stakeholders, including airport authorities and airlines. This networking facilitates partnerships, fosters collaboration, and strengthens the destination's tourism ecosystem.

## 09 Community Engagement

Destination promotion efforts often involve collaboration with local communities, businesses, and stakeholders. This engagement builds community pride, fosters partnerships, and encourages residents to actively participate in promoting and preserving the region's cultural and natural assets.

### c. For the regions

#### 01 Economic Catalyst

Destination promotion acts as a catalyst for economic growth by supporting local businesses and tourism-related services. This generates employment opportunities and boosts overall economic activity within the region.

#### 02 Destination Management Centre

Effective promotion positions the region as a well-managed and developed destination, attracting diverse travellers and business visitors. This stimulates the development of tourism infrastructure and boosts associated industries like hospitality and entertainment.

### 03 Promotion of Local Products and Industries

Destination promotion often highlights the region's unique cultural heritage, culinary traditions, handicrafts, and locally produced goods. This promotes local businesses and industries, encouraging visitors to support and engage with the local economy by purchasing locally made products and participating in authentic cultural experiences.

### 04 Infrastructure Development

Destination promotion can stimulate investment in infrastructure projects that benefit the overall development of the region, such as transportation networks, public amenities, environmental conservation initiatives, and urban revitalisation efforts. This infrastructure development enhances the quality of life for residents and improves the attractiveness of the region as a place to live, work, and visit.

### 05 Cultural and Environmental Preservation

Sustainable destination promotion emphasises the importance of preserving the region's cultural heritage, natural landscapes, and biodiversity. This encourages responsible tourism practices that respect and protect the environment, cultural sites, and local communities, ensuring the long-term sustainability of the region's economic development.

### 06 Cultural Exchange and Awareness

Destination promotion facilitates cultural exchange and enhances global awareness of the region's unique heritage, traditions, and attractions. This can lead to increased international visitation, fostering cross-cultural understanding and promoting the region on the global stage.



# Benefits of Destination Promotion

## Regional Airports

- Increased Passenger Traffic
- Revenue Generation
- Enhanced Connectivity
- Infrastructure Upgrades

## DMOs & NTOs

- Enhanced Connectivity
- Integrated Marketing
- Visitor Information Services
- Coordinated Events & Promotions
- Data Sharing & Analysis
- Collaborative Infrastructure Development
- Destination Training & Education
- Stakeholder Engagement & Networking
- Community Engagement

## Regions

- Economic Growth
- Destination Management Centre
- Promotion of Local Products
- Cultural & Environmental Preservation
- Cultural Exchange
- Infrastructure Development
- Cultural Exchange & Awareness



## 05 JOINT ACTIONS TO PROMOTE DESTINATION

### a. Collaborative Marketing Campaigns

Airports can collaborate with DMOs and NTOs to develop joint marketing campaigns aimed at promoting specific destinations. This could involve creating co-branded advertising materials, social media campaigns, and promotional events that highlight the attractions and amenities of the destination.

#### Check list

- ✓ Define and develop a joint marketing plan that outlines campaign goals, target audience(s), messaging, and appropriate channels.
- ✓ Allocate resources and budget for the campaign, including contributions from all participating partners.
- ✓ Create co-branded promotional materials such as print ads, digital banners, and video content.
- ✓ Implement a cohesive social media campaign with consistent messaging across all partners' platforms.
- ✓ Organise promotional events at the airport, such as destination-themed showcases or cultural performances.
- ✓ Monitor and analyse campaign performance metrics.
- ✓ Seek feedback and make adjustments for continuous improvement.



## b. Information and Promotion Centres

Airports can establish information and promotion centres within their terminals in partnership with DMOs and NTOs. These centres can provide travellers with brochures, maps, and other promotional materials about local attractions, activities, and events, helping to generate interest and excitement about the destination.

### Check list

- ✓ Designate space within the airport terminal for the information and promotion centre.
- ✓ Develop and deploy informative brochures, maps, and guides highlighting key attractions, activities, and amenities.
- ✓ Train staff to provide personalised recommendations and assistance to travellers seeking information.
- ✓ Collaborate with local businesses and attractions to offer discounts or promotional offers to visitors.
- ✓ Utilise digital displays or interactive kiosks to showcase destination videos, virtual tours, and testimonials.
- ✓ Collect feedback from travellers to enhance the centre's effectiveness.



## c. Destination Branding

Airports can work with DMOs and NTOs to incorporate destination branding elements into their terminal facilities. This could include signage, artwork, and displays that showcase the unique cultural, historical, and natural features of the destination, creating a memorable impression on travellers passing through the airport.

### Check list

- ✓ Identify key branding elements that represent the destination's unique identity and appeal.
- ✓ Incorporate branding elements into airport signage, wayfinding systems, and terminal decor.
- ✓ Commission local artists to create murals, sculptures, or installations that reflect the destination's culture.
- ✓ Host events or exhibitions featuring local artisans, musicians, or performers to enhance the destination experience.
- ✓ Conduct periodic assessments to maintain and update branding. Solicit feedback from travellers through surveys or focus groups to gauge the effectiveness of branding efforts.
- ✓ Ensure consistency in branding across various touchpoints.





#### d. Package Deals and Special Offers

Airports can collaborate with DMOs to develop package deals and special offers that combine airfare, accommodations, and local experiences to attract travellers to the destination. These promotions can be marketed through the airport's website, social media channels, and other communication channels to reach a wider audience.

#### Check list

- ✓ Collaborate and negotiate partnerships with airlines, hotels, tour operators and travel platforms to develop package deals and bundled offers.
- ✓ Develop attractive package deals that include airfare and accommodations.
- ✓ Implement booking tools or partnerships with online travel agencies to facilitate reservations.
- ✓ Monitor booking trends and adjust package offerings based on demand and seasonal fluctuations.
- ✓ Promote package deals through targeted email campaigns, social media ads, and display advertising.
- ✓ Leverage loyalty programs to incentivise repeat visits.



## e. Market Research and Data Sharing

Airports can share passenger data and market research insights with DMOs and NTOs to help them better understand traveller preferences and behaviour. This information can be used to tailor marketing strategies and develop targeted promotions that appeal to specific demographic groups or travel interests.

### Check list

- ✓ Establish data-sharing agreements with DMOs and NTOs to exchange passenger insights and travel trends.
- ✓ Analyse passenger data (e.g. by demographics, origin markets, and booking patterns) to identify target segments and understand their behaviours, needs, and expectations.
- ✓ Collaborate on research projects to assess visitor satisfaction, preferences, and spending behaviour. [Airport Service Quality \(ASQ\)](#) provides a very useful tool to measure and improve passenger satisfaction, business performance, and airport service quality.
- ✓ Share marketing analytics and performance metrics to evaluate the impact of promotional efforts.
- ✓ Conduct regular meetings or workshops to review research findings and strategic recommendations.
- ✓ Regularly review and update data-sharing agreements.
- ✓ Use shared insights to inform joint marketing strategies.



## f. Community Engagement and Stakeholder Collaboration

Airports can engage with local communities and stakeholders, including DMOs, NTOs, businesses, and residents, to foster collaboration and support for destination promotion efforts. This could involve participating in community events, sponsoring local festivals and activities, and facilitating partnerships between tourism stakeholders.

### Check list

- ✓ Host networking events or workshops to facilitate collaboration between airport stakeholders and hospitality industry partners.
- ✓ Sponsor local events, festivals, or cultural initiatives to demonstrate support for the community.
- ✓ Engage with local chambers of commerce, tourism boards, and economic development agencies to align priorities and initiatives.
- ✓ Participate in community outreach programs, volunteering opportunities, or environmental stewardship initiatives. Establish a community liaison team to foster relationships.
- ✓ Create a platform for ongoing collaboration and communication, establishing regular communication channels, such as newsletters or forums, to keep stakeholders informed and engaged.





## g. Destination Training and Education

Airports can organise destination training and education programs for airport staff, airline employees, and travel agents in collaboration with DMOs and NTOs to complement educational activities targeted towards travel agents in the origin markets. These programs can provide valuable insights into the destination's attractions, culture, and logistics, enabling frontline staff to better assist travellers and promote the destination effectively.

### Check list

- ✓ Develop training materials and resources covering destination highlights, cultural etiquette, and local customs.
- ✓ Conduct training sessions for airport staff, airline personnel, and travel agents on destination-specific knowledge.
- ✓ Provide access to online learning modules or webinars for ongoing education and updates.
- ✓ Offer incentives or recognition programs to encourage staff engagement and knowledge retention.
- ✓ Evaluate training effectiveness through quizzes, assessments, or mystery shopper feedback.
- ✓ Encourage frontline staff to share personal experiences and recommendations.
- ✓ Foster a culture of continuous learning and improvement.



## h. Media relations activities

Airports can collaborate with DMOs and NTOs to involve the local and foreign media. Local media actions will strengthen the local population's own awareness of its touristic opportunities and inform them of new flights, tourist services and the culture of hospitality in the region. Relations with foreign media will reinforce the brand/region as a tourist destination.

### Check list

- ✓ Organisation of press conferences to launch new flights or new airport/tourist services.
- ✓ Arrange press trips of journalists to/from the new destinations.
- ✓ Purchase jointly owned advertising/editorial space to promote a cohesive tourism of the connected destinations.
- ✓ Track relevant Key Performance Indicators (KPIs) for advertising/editorial space to ensure a fair Return on Investment (ROIs).





## i. Cooperation between connected airports

Cooperative promotion from both the origin and destination airports, with the respective DMOs, can provide a unique and effective double approach to promotion. Shared visual content and messages through offline and digital channels can provide a cohesive campaign.

### Check list

- ✓ Define a common message to be shared across the campaign, and key creative lines to be used that represent the unique selling points of both destinations.
- ✓ Define the editorial plan; ensuring that resources are shared in an efficient way and that assets such as printed banners and social media ads are cohesive for both destinations. Arrange press trips of journalists to/from the new destinations.
- ✓ Organise promotional events at each airport, focusing on the joint aspect of the campaign.
- ✓ Monitor and analyse campaign performance metrics, ensuring feedback is taken into account and adjustments made for continuous improvement.



Ensuring that the work of airports and National Tourism Organisations (NTOs) and Destination Marketing Organisations (DMOs) in promoting destinations is done in a sustainable way requires a holistic approach that considers environmental, social, and economic factors.

### a. Adopt Sustainable Practices

Implement environmentally friendly practices in airport operations, such as energy efficiency measures, waste reduction, and water and biodiversity conservation initiatives. Ensure the workforce is trained on how and why such initiatives are present, and implement a sustainability mindset and action plan across the airport.

Collaborate with NTOs and DMOs to promote sustainable tourism practices among travellers, such as responsible waste disposal, respect for local cultures and customs, and the minimisation of environmental impact, such as combatting wildlife trafficking.

### b. Support Community Engagement

Involve local communities in destination promotion efforts, seeking their input and participation in the planning and decision-making processes. Collaborate with NTOs and DMOs to support community-based tourism initiatives that empower local residents, preserve cultural heritage, and generate economic benefits for communities.

Encourage the adoption of eco-friendly tourism initiatives at airports (e.g. the selection of campaigns at airports should be prioritised according to criteria that favour local and sustainable tourism activities.)



### c. Promote Sustainable Transport

Encourage the use of sustainable modes of transportation to and from airports, such as public transit, ridesharing, and electric vehicle options. Work with NTOs and DMOs to promote alternative transportation options within destinations, such as cycling, walking tours, and eco-friendly transportation services.

### d. Foster Conservation and Preservation

Collaborate with NTOs and DMOs to promote conservation efforts and responsible stewardship of natural resources, cultural sites, and biodiversity within destinations. Support sustainable tourism practices that minimise negative impacts on fragile ecosystems, wildlife habitats, and sensitive cultural heritage sites.

### e. Encourage Sustainable Tourism Development

Advocate for responsible tourism development policies that prioritise environmental conservation, cultural preservation, and equitable economic benefits for local communities. Work with NTOs and DMOs to develop sustainable tourism strategies that balance the needs of visitors with the protection of natural and cultural resources.

### f. Monitor and Evaluate Impact

Establish performance indicators and monitoring mechanisms to assess the environmental, social, and economic impact of destination promotion efforts and to assess the in-destination behaviour of travellers flying through regional airports. Regularly evaluate the effectiveness of sustainable tourism practices and adjust strategies as needed to achieve desired sustainability goals.

### g. Educate and Raise Awareness

Collaborate with NTOs and DMOs to educate travellers about the importance of sustainable tourism practices and the positive impact of responsible travel choices. Provide information and resources to travellers about sustainable tourism options, eco-friendly accommodations, and green activities within destinations.



© Tallinn Airport

## h. Promote Certification and Recognition

Participate in certification programs and sustainability standards, such as [Airport Carbon Accreditation](#) or the [Global Sustainable Tourism Council \(GSTC\)](#) criteria, to demonstrate tangible commitment to sustainable practices. Recognise and promote destinations, tourism businesses, and airport partners that demonstrate leadership in sustainable tourism practices through awards, certifications, and eco-labels. By integrating sustainability principles into destination promotion efforts and collaborating effectively with NTOs, DMOs, and other stakeholders, airports can contribute to the long-term sustainability of tourism destinations and ensure that economic, environmental, and social benefits are maximised while minimizing negative impacts.

Involving air carriers and other stakeholders, including local and regional governments, is crucial for a comprehensive and successful destination promotion strategy by airports.

### a. Air carriers

#### 01 Joint Marketing Campaigns

Collaborate with airlines on joint marketing campaigns that promote both the destination and the airline's services. This can include co-branded advertisements, social media promotions, and special offers.

DMOs can also contribute by welcoming and hosting airline social media managers on a familiarisation trip, allowing them to experience first-hand the offer they will be talking about on their own communication channels from an influencer marketing perspective.

#### 02 Destination Packages

Work with airlines to create package deals that combine airfare with local accommodations, attractions, or experiences. This encourages travellers to choose specific destinations, in a specific period, served by the airport and the airline.

As well as attracting visitors through the convenience of a one-purchase package, well-designed strategies based around peak season and capacity management can alleviate crowds in peak periods while encouraging tourism in the low season.

#### 03 Airline Lounges and Displays

Create dedicated spaces within the airport for airline lounges or displays that showcase the destinations served. This can include interactive exhibits, promotional materials, and information about local attractions.

## 04 Collaborative Events

Host joint events or launch ceremonies with airlines to celebrate new routes or partnerships. This generates media attention and excitement around the destination.

## 05 Frequent Flyer Programs

Collaborate on special promotions or perks for members of the airline's frequent flyer program who choose the promoted destination. This specifically attracts regular travellers, and can incentivize loyalty and repeat visits.

### b. Local and Regional Governments

#### 01 Infrastructure Investment

Work with local and regional governments to secure funding or support for airport infrastructure improvements that enhance the overall visitor experience. This could include transportation networks, signage, and public amenities.

#### 02 Destination Branding

Collaborate on destination branding initiatives, ensuring alignment between airport branding and the broader destination marketing efforts. This creates a cohesive and memorable experience, as well as increased brand identity for the destination, for travellers.

#### 03 Cultural and Community Events

Partner with local governments to organize cultural events, festivals, or community celebrations within the airport. This fosters a sense of place and showcases the local culture to arriving and departing passengers.





## 04 Tourism Development

Engage with local and regional governments agencies to jointly develop tourism strategies, such as identifying target markets, coordinating promotional activities, and implementing sustainable tourism practices.

## 05 Policy Advocacy

Work with NTOs and DMOs on policy initiatives that support tourism growth, such as visa facilitation, regulatory frameworks, and incentives for businesses that contribute to the local tourism economy.

## 06 Collaborative Planning

Participate in collaborative planning sessions involving airport authorities, tourism boards, and local governments to align goals, priorities, and strategies for destination promotion.

By forging strong partnerships with air carriers and local/regional governments, airports can leverage their collective resources, expertise, and influence to create a unified and impactful approach to destination promotion. This collaboration benefits all stakeholders involved and contributes to the overall success of the destination and the airport.

We developed this guide as a roadmap for European regional airports to navigate the complex landscape of destination promotion in collaboration with Destination Marketing Organisations (DMOs) and National Tourism Organisations (NTOs). By delineating strategic objectives, actionable strategies, and sustainable practices, regional airports will have the tools necessary to play a pivotal role in driving the growth and development of European tourism.

Through strategic collaboration, regional airports can unlock opportunities to enhance passenger traffic, generate revenue, and stimulate economic growth in European regions. By fostering strategic partnerships, implementing sustainable tourism practices, and prioritising community engagement, regional airports can maximise the impact of destination promotion initiatives.

The case studies and success stories presented in this guide underscore the tangible benefits of collaborative efforts between regional airports, DMOs, and NTOs in promoting European destinations.

By leveraging their combined strengths and resources, stakeholders can create memorable experiences for travellers, showcase the unique attractions of European regions, and contribute to the long-term sustainability of tourism.

In summary, this guide serves as a valuable resource for regional airports seeking to elevate their role in destination promotion and contribute to the sustainable growth of European tourism. Through effective collaboration and a commitment to sustainability, regional airports can seize new opportunities, drive economic development, and showcase the diverse cultural and natural heritage of European regions to the world.

Organised by Aena-Tourspain

## 1. Air Connectivity Workshop

Air connectivity development and promotion of tourism in Spanish destinations

### Objectives

Promote the relationship between airlines and tourism authorities and to boost air connectivity and tourism in the different Spanish regions and provinces

### Overview

This is an annual workshop that consists of a panel of presentations and some networking activities. It celebrates every year in a different Spanish destination



watch [video](#) here



view [website](#) here



Stakeholders involved: Aena, Spanish Tourism Authorities, Tourspain and Airlines

Contact: Emilia Casado | [ecasado@aena.es](mailto:ecasado@aena.es)

Organised by BLQ Bologna Airport

## 2. Launch of the new flight: Bologna – Philadelphia American Airlines

Collaborative Marketing Campaign, Destination Branding

### Objectives

Promote Emilia Romagna Catchment Area with the aim to increase the incoming traffic from USA.

### Overview

Among the various marketing and communication activities for the launch of the new route the following initiatives were organized in collaboration with:

- BOLOGNA WELCOME, the local Convention & Visitors Bureau di Bologna
  - The Emilia Romagna Tourist Board and in partnership with ENIT Italian National Tourist Board
  - Town of Bologna
1. Workshop tour in the USA
  2. American Airlines shop window
  3. Fam trips for American Top Bookers
  4. Media Reception
  5. Presentation of the new route in Philadelphia”Bologna
  6. Fam trip in Emilia Romagna of a delegation from the state of Pennsylvania
  7. Cinema under the stars
  8. Welcome Card

### Contact:

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Cinzia Tiberi | [tiberi@bologna-airport.it](mailto:tiberi@bologna-airport.it)



## 2.1 Workshoptour in the USA

### Workshop tour in the USA: presentation of Bologna as a destination

When?

14th - 16th January 2019

Where?

American Airlines Headquarters, Dallas

#### Description

Airport representatives, local DMC (Bologna Welcome) and Emilia Romagna Region are glad to show the potential of the new flights and of the central Italy area.

#### Target

American Airlines Sales Teams / Leisure team and top bookers.



## 2.2 American Airlines shop window

American Airlines dedicated shop windows in the main square of Bologna

When?

Spring and Summer 2019

Where?

Piazza Maggiore, the main square located in the very centre of Bologna

Description

A dedicated shop window in the Main central Tourist Office.



### 2.3 Fam trips for American Top Bookers

Fam trips of American top bookers organized by Bologna Welcome.

**When?**

Spring 2019

**Where?**

Bologna (Emilia Romagna Region)  
and surrounding areas

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#### **Description**

Bologna Airport and local DMC (Bologna Welcome) host fam trips of American top bookers. Goal: show tourism opportunities of Bologna area.

### 2.4 Media Reception

Meeting with Press, Media and Stakeholders.

**When?**

26 – 28 March 2019

**Where?**

Italian Consulate in New York  
and Philadelphia

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#### **Description**

Bologna Airport and local DMC (Bologna Welcome) host fam trips of American top bookers. Goal: show tourism opportunities of Bologna area.





**On behalf of the Emilia Romagna Tourist Board and in partnership with ENIT Italian National Tourist Board, the Town of Bologna, Bologna Airport and American Airlines**

**please join us for a media reception to celebrate the cultural richness of the region and the new direct flight from the USA to Bologna**

You will learn about the launch of American Airlines new non-stop flight, 4 times a week, from Philadelphia to Bologna/Emilia Romagna. A longtime favorite destination for great food and cars, a hub of arts and culture, a holiday getaway embodying the best of authentic Italy, Bologna and Emilia Romagna let guests truly eat, feel and live like a local.

**WHEN:** Thursday, 28 March, 2019 - 5:30 – 8:30 pm

**WHERE:** Italian Consulate in New York, 690 Park Avenue NY 10065 OR IIC (To be confirmed)

**WHY:** Launch of a new non-stop flight route with American Airlines, 4 times a week, from Philadelphia to Bologna/Emilia Romagna. A long known destination for food and motors lover, a hub for arts & culture enthusiasts, a holiday destination which embodies the “authentic Italy at its best”. In Bologna and Emilia Romagna guests can truly *eat, feel and live like a local*.

Talks will be moderated by journalist, food historian and Italy’s expert Francine Segan.

**RSVP to [katie@dqmpr.com](mailto:katie@dqmpr.com) by Friday, March 15, 2019**

*Please Note: This invitation is personal and non-transferable*

## 2.5 Presentation of the new route in Philadelphia

Attendance at events and presentation of the new route.

**When?**

5 – 9 June 2019

**Where?**

Philadelphia

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### Description

Bologna Airport, Deputy Mayor of Bologna and the Italian Consul in PHL

## 2.6 Fam trip in Emilia Romagna of a delegation from the state Pennsylvania

We had the pleasure to guest a delegation from the State of Pennsylvania for a 3-day program of event and workshop.

**When?**

10 – 12 June 2019

**Where?**

Emilia Romagna Region

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### Description

Bologna Airport Deputy Mayor of Bologna and Emilia Romagna Region

Neil Weaver, Executive Deputy Secretary, Department of Community & Economic Development

Joe Burke, Deputy Secretary Office of International Business Development







## 2.7 Cinema under the stars

Summer film review organized by Cineteca di Bologna. Summer film review organized by Cineteca di Bologna. From 22nd to 30th June 2019. Estimated 5000 people every night.

When?

22 - 30 June 2019

Where?

Piazza Maggiore, the main historical square in Bologna

### Description

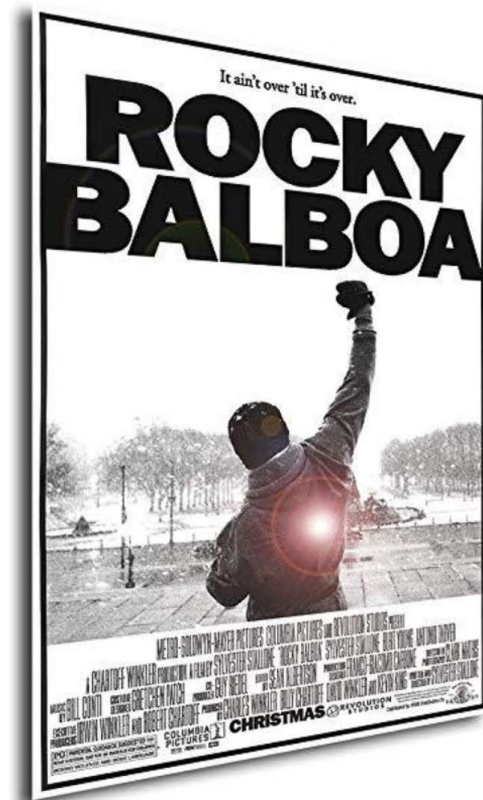
An evening with the projection of a film dedicated to Philadelphia (Rocky Balboa). Distribution of promotional materials and gadget.

“CINEMA IN PIAZZA”  
“CINEMA UNDER THE STARS”



**Summer film review organized by  
“Cineteca di Bologna”  
Piazza Maggiore, the main historical  
square in Bologna**

**AA evening with the projection of a  
film dedicated to Philadelphia and  
American Airlines**











## 2.8 Bologna welcome card

Bologna Welcome Card is the tourist card that helps you discover what's best in the city easily and cost effectively.

When?

Spring and Summer 2019

Where?

Distributed by the Main central Tourist Office

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### Description

Distributed free of charge to American Airline passengers. A card Entry ticket to museums; guided walking tours of the city centre leaving every day from Bologna Welcome



Organised by Cork Airport

### 3. Tourism Ireland Regional Access

e.g. Collaborative Marketing Campaign, Information and Promotion Centre, Destination Branding

#### Objectives

Promote inbound tourism through regional airports.

#### Overview

Various campaigns happening across Europe to promote access to the region of Cork.



Stakeholders involved: Cork Airport, Tourism Ireland, Visit Cork

Contact: Tara Finn | Head of Aviation Business Development and Communications | [tara.finn@corkairport.com](mailto:tara.finn@corkairport.com)



Ireland 



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Organised by Fraport Greece / Chania

## 4. Strategic Tourism Partnership for the promotion of Chania

### Community Engagement and Stakeholder Collaboration

#### Objectives

The establishment of the “Tourism Partnership for Chania” is a dynamic model of collaboration, aiming to maximize the results and the benefits arising from a unified strategy, common targets and coordinated actions for the promotion of the destination.

#### Overview

Recognizing the value of collaboration in the tourism development of a destination, in 2019 five partners joined forces and created the “Tourism Partnership for Chania” in order to implement actions to promote the destination.

#### Targets

- ✓ Strengthening of “Chania” brand & boosting destination’s attractiveness.
- ✓ Alleviation of seasonality by promoting experiences that support the visit to Chania during the off-peak periods.
- ✓ Enrichment of the tourist product and highlighting the variety of experiences offered by the destination.

The timeline of Strategic Tourism Partnership's set up is presented in the following video:



watch [video](#) here

Stakeholders involved: Fraport Greece, Greek National Tourism Organisation, Marketing Greece, Chania Hotel Association, Aegean Airlines & Eurobank.

Moreover, the Partnership is under the auspices of the Region of Crete

Contact: Katerina Pollatou | Airline Marketing & Development Manager | [k.pollatou@fraport-greece.com](mailto:k.pollatou@fraport-greece.com)









## 5. Advertising space

### Destination Branding

#### Objectives

Promote the city of Memmingen and the tourism region Allgäu among the passengers

#### Overview

The city of Memmingen and the tourism region Allgäu have occupied advertising space in the outdoor area, in the terminal in the public area and in the arrivals area. The panels show Neuschwanstein Castle, one of the most famous sights in the region, and a wonderful panoramic view of the Allgäu mountains. This advertising is intended to whet passengers' appetite for the Allgäu. The town of Memmingen also presents itself to airport guests on a large outdoor advertising space and welcomes them to the region.



Contact: Marina Speiser | [marina.speiser@memmingen-airport.com](mailto:marina.speiser@memmingen-airport.com)

## 6. Tour operator Workshop

### B2B Workshops

#### Objectives

Acquire tour operators

#### Overview

Memmingen Airport has taken part in several B2B workshops organised by the German National Tourism Board (GNTB) and Bayern Tourismus in recent years. During short meetings with European tour operators, the airport was able to present its flight programme. The aim was to make FMM better known and to attract tour operators who use the existing flight programme for their trips or even launch their own charter flights to Memmingen.



Contact: Marina Speiser | [marina.speiser@memmingen-airport.com](mailto:marina.speiser@memmingen-airport.com)

## 7. Bavaria Guide

### Collaborative Marketing Campaign

#### Objectives

Promote flight connection to Memmingen in the UK

#### Overview

The airport has been involved in the Bayern Tourismus Marketing GmbH's Bavaria brochure for several years as part of an ad placement. The Bavaria brochure was created especially for the UK market and is included in renowned travel magazines such as National Geographic Traveller and Sunday Times Travel Magazine. The diversity of Bavaria was presented in this magazine across a range of topics.

**Gateway to the Alps**

- Walking in summer meadows, seeing fairytale palaces high in the Alps – and tasting the best beer in the world
- Enjoy a great holiday in Bavaria. Only 90 minutes by plane from Stansted
- Fly 6 times a week with Ryanair to Allgäu Airport Memmingen, gateway to the Bavarian Alps
- A highlight is a visit to bewitching Neuschwanstein, the model for Disney's Sleeping Beauty castle, and seen in other Hollywood movies. It's one of the world's Top Tourist Sights
- Allgäu Airport Memmingen is only 47 miles from Munich, the capital of Bavaria. A bus goes directly to Munich
- So whether it's the sophistication of Munich, or the simple pleasures of the Bavarian countryside, you'll have the holiday of a lifetime

**Allgäu Airport Memmingen** is located just off the A96 Munich-Lindau motorway  
 For booking, see: [www.ryanair.com](http://www.ryanair.com)  
 For further information: [www.allgaeu-airport.com](http://www.allgaeu-airport.com)

**Allgäu Airport Memmingen**

**Visit UNESCO world heritage sites in Bavaria!**

Bamberg  
 Bayreuth  
 Regensburg

Let yourself be captivated by the places where history was made. For more information visit [www.bavaria.by/unesco](http://www.bavaria.by/unesco)

**IN THE FOOTSTEPS OF EMPERORS, KINGS AND POPES**

EMERITUS POPE BENEDICT XVI HIMSELF WAS DEEPLY MOVED BY THE PASSION PLAYS IN OBERAMMERGAU. WHILST THE MARY PILGRIMAGE SITE OF ALTÖTTING WAS ONCE THE PILGRIMAGE SITE OF CROWNED RULERS.

The Mary pilgrimage site of Altötting and the home of the Passion Plays, Oberammergau, are the most famous spiritual centres in Bavaria and have been the central pilgrimage sites of crowned rulers since time immemorial. Those following in their footsteps will experience not just an extremely varied landscape, but also a religious spirit that could not be richer in contrast if it tried. Altötting has been the spiritual centre of Bavaria for over 1,250 years. Ever since the pilgrimage became popular some 500 years ago, innumerable believers, including many members of the ruling houses of Bavaria and Austria, have travelled to the small Chapel of Grace to recite their personal worries to the „Black Madonna“ – blackened by candle smoke – or to express their thanks for their surffrage and the help they have received. The hearts of Bavarian kings and prince bishops are also stored here in the artistically decorated silver urns. They include the heart urn of the Bavarian fairy-tale king, Ludwig II. You can find more remnants of high-ranking visitors in the „Treasury and Pilgrimage Museum“.

The Myth of King Ludwig II. lives on in Linderhof Palace  
 King Ludwig II was a deeply religious man. As such, it is no surprise that he built his Linderhof Castle in the Ammergau Alps. World-famous religious sites, such as the Pilgrimage Church „Zum Gegeßelten Helland auf der Wies“ (UNESCO World Heritage Site), and the abbeys of Rottenbuch and Ettal enjoy picturesque locations, set in the heart of the wonderful mountain landscape. Oberammergau and the Passion Plays are inextricably linked with one another.

The roots of the play showing the life, the death and the resurrection of Our Lord Jesus Christ lie in a vow made by the citizens of Oberammergau in 1633. Since then, the Play has been performed every ten years.

**DISCOVER THE RELIGIOUS CENTRES ON FOOT**

An expansive network of pilgrimage trails lead to Altötting, including the „Way of St James“, „St Rupert's Pilgrimage Trail“ and the „Benedict Trail“. Meanwhile, the „Ammergau Alps Meditation Trail“ invites you to switch off and slow down. The 87-kilometre-long hiking trail runs from the Wies Church to Linderhof Palace.

**INFORMATION:**  
 Oberammergau - Ammergauer Alpen GmbH | Telephone: +49 88 22 | 9 2274-0 | [www.ammergauer-alpen.com](http://www.ammergauer-alpen.com)  
 Altötting Pilgrimage and Travel Office | Telephone: +49 89 450 64 93-93 | [www.altotting.de](http://www.altotting.de)

SOMMER '14 MEIN BAYERN 13

Contact: Marina Speiser | [marina.speiser@memmingen-airport.com](mailto:marina.speiser@memmingen-airport.com)



## 8. Fly2cotedazur

### Collaborative Marketing Campaign Market Research and Data Sharing

#### Objectives

Support common markets development objectives through marketing campaign, data sharing

#### Overview

Each year Côte d'Azur France (DMO) decides to use a part of their budget in order to support network development of the airport. All along the year, both teams - network development team (NCE) and marketing team (DMO) meets in order to:

- Assess common markets targets and share tourism and passengers' statistics
  - o decide the use of specific marketing support in partnership with requesting airlines aimed to grant a budget for the promotion of a route from / to Nice, or to welcome influent people willing to promote the destination
  - o decide which future markets have to be supported to boost the destination and launch a near future new route (specially for long haul: North America, Asia)
- Report the performance of ended promotional actions and statistics of the ended season

Stakeholders involved: Nice Côte d'Azur Airport (NCE) / Côte d'Azur France (DMO) and tourism representatives of the area (Cities Tourism Board, Hotels, ...) / Airlines

Contact: [Delphine Le sec'h](#) | Head of Airline Marketing (Nice Côte d'Azur Airport) | [Delphine.lesech@cote-azur.aeroport.fr](mailto:Delphine.lesech@cote-azur.aeroport.fr)

Global promotional actions plan mentioning Fly2CotedAzur partnership program:



view [document](#) here

# DISPOSITIF FLY2CÔTE D'AZUR

## PRIORITÉ À L'AMÉRIQUE DU NORD | À L'ANNÉE

**FLY2CÔTE D'AZUR**

**LES INFORMATIONS CLÉS À RETENIR**

Maintien des efforts notamment sur le long-courrier en lien avec l'Aéroport de Nice Côte d'Azur et les Syndicats hôteliers

- ▶ **Période** : À l'année.
- ▶ **Cibles** : Priorité à l'Amérique du Nord (poursuite de la stratégie selon cycle de trois ans) avec objectif de consolider la connectivité vers l'aéroport de Nice Côte d'Azur.
- ▶ **Descriptif** : Partenarial à établir selon demande des compagnies aériennes.
- ▶ **Participation** : Opération ouverte aux institutionnels.

**42** CÔTE D'AZUR 2024 OZLA ACTIONS MARCHÉS LOINTAINS  
PLAN D'ACTION CÔTE D'AZUR FRANCE 2024

**FICHE ACTION MARCHÉS LOINTAINS**

20  
24

20  
24

20  
24

## 9. #TasteofNUE

Collaborative campaign | Target group: Influencers and multipliers to promote new and recently introduced routes or routes in need of sales promotion, in coordination with the tourism organisation (selection of foreign markets).

### Objectives

To develop awareness in the origin destination to attract more passengers and overnight visitors by using “the taste of NUE” (promoting local culinary highlight). Development of community engagement in the Nuremberg region.

### Overview

Event in the origin destination for travel / food journalists and influencers incl. beer tasting, guided by a brew master, to give a “taste” of Nuremberg and the region as a culinary destination.

Total of 10 #TasteofNUE events within 3 years (2022-2024). On a second step inviting travel journalists and food bloggers to experience the destination.

Stakeholders involved: Nuremberg Tourist Office, Franconia Tourism Board, Nuremberg Messe (Fair Center), GNTO, Eurowings, Pegasus, Ryanair and Vueling, Visit Valencia, Visit Sevilla, Krakow Airport, Tallin Airport

Contact: [Silvia Arai Hoffmann](#) | Senior Manager Incoming  
Aviation Sales & Traffic Development | [Araihoffmann-silvia@airport-nuernberg.de](mailto:Araihoffmann-silvia@airport-nuernberg.de)











Shannon Airport, Ireland (SNN)

## 10. Visit Clare partnership

e.g. Collaborative with the district council on promoting tourism in the county through the [visitclare.ie](http://visitclare.ie) tourism website and a link from the airport website. The collaboration also involved various installations and campaigns throughout the passenger arrival journey to highlight all the county has to offer.

### Objectives

Drive awareness of all county Clare has to offer through the [visitclare.ie](http://visitclare.ie) website. This includes visitor experiences, heritage sites, local food and artisan pottery/art/furniture makers.

### Overview

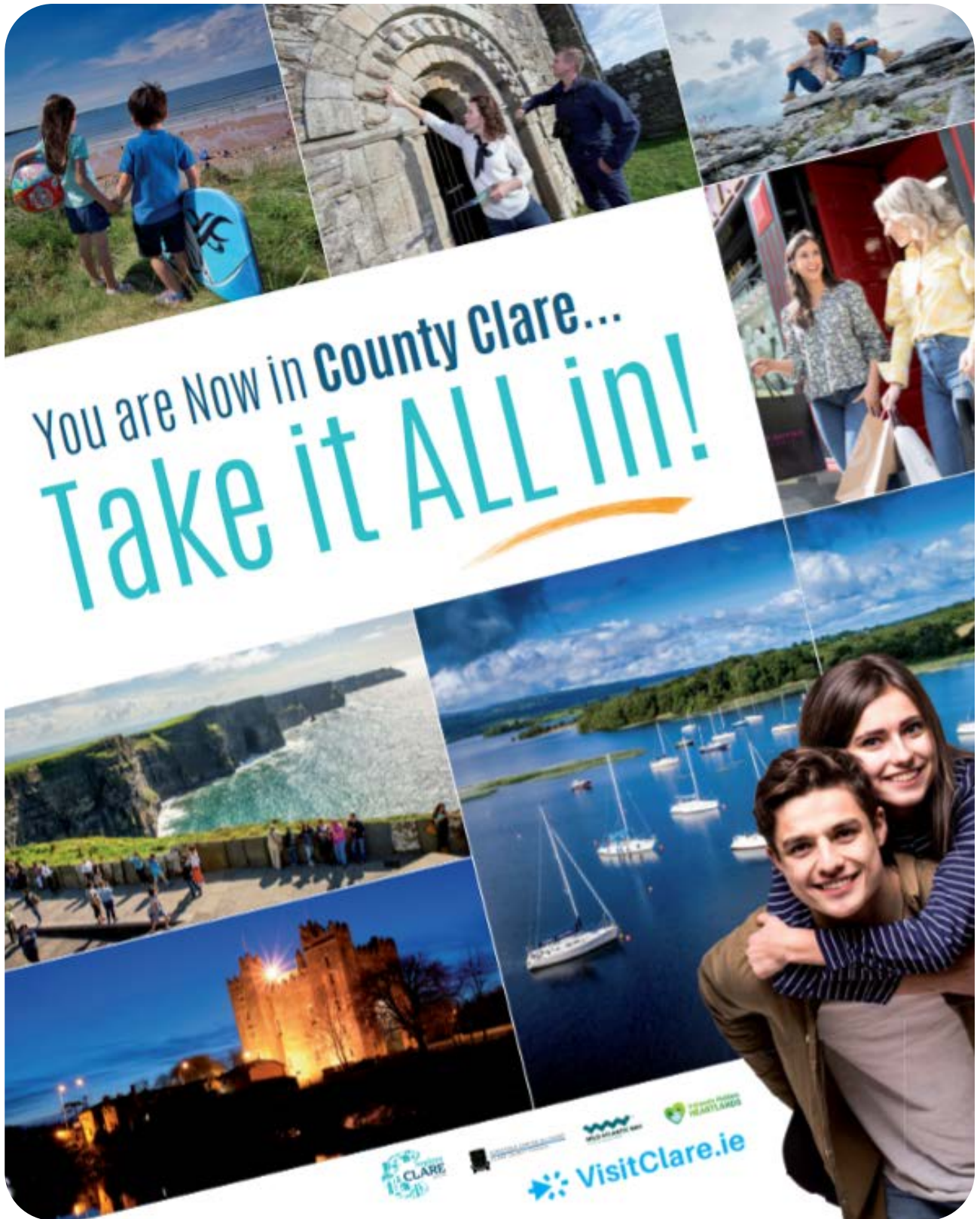
The ongoing campaign posts across digital touchpoints, static poster sites and social media.



Airport Marketing team and County Council Marketing team.

Contact: Tim Ryan | Head of Airport Marketing | [tim.ryan@snnairportgroup.ie](mailto:tim.ryan@snnairportgroup.ie) | [Visitclare.ie](http://Visitclare.ie)





view [website](#) here

## 11. A Wealth of Health in the Black Forest

Collaborative Marketing Campaign, Destination Branding, Package Deals and Special Offers, Community Engagement, Destination Training and Education

### Objectives

1. Drive brand awareness and link clicks through to a booking page by taking Instagram story.

Ads with short meditation videos that also provide added value for the target demographic.

2. A CTA advertorial in a reputable travel/media partner outlet, such as Wanderlust Magazine, to provide credibility and reach.

3. A continued cooperation with Fred Holidays with the aim of generating bookings - including dedicated booking landing page update, new B2C/B2B brochure mailout, and further strengthened by a B2B webinar to deliver product formation and expand the sales channel.

### Overview

Cross-Media Kampagne: A Wealth of Health in the Black Forest

Media: Social media, print, online + digital

Sponsored social media posts Article in the magazine 'Wanderlust'

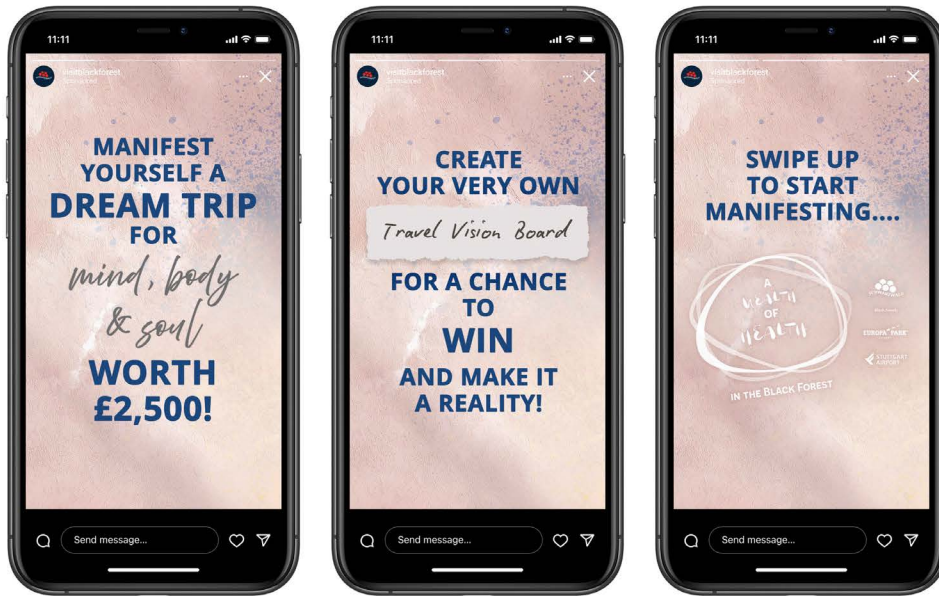
Cooperation with FredHoliday:

- Flyers
- Travel offers
- Landingpage
- Webinar for travellers
- Newsletter

Stakeholders involved: collab.ed, Europa-Park, Black Forest and Baden-Baden, Stuttgart Airport

Contact: Aileen Wager | Manager Marketing Tourism | [wager@stuttgart-airport.com](mailto:wager@stuttgart-airport.com) | [marketing@stuttgart-airport.com](mailto:marketing@stuttgart-airport.com)

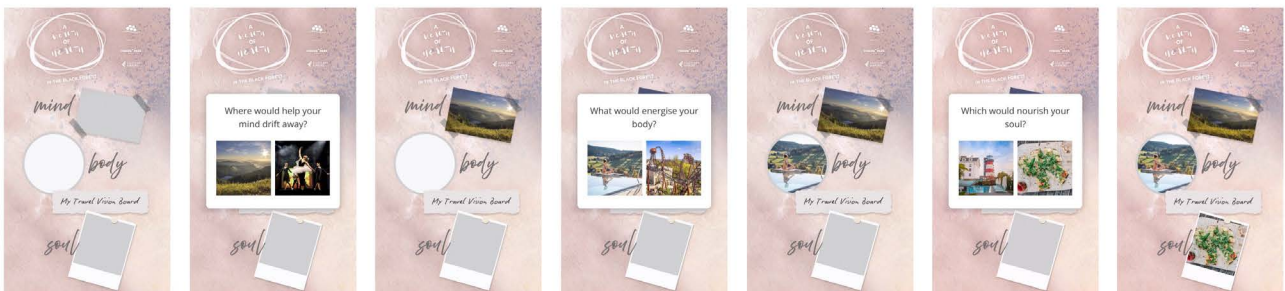
# Social



collab.ed



# Mobile Web



collab.ed

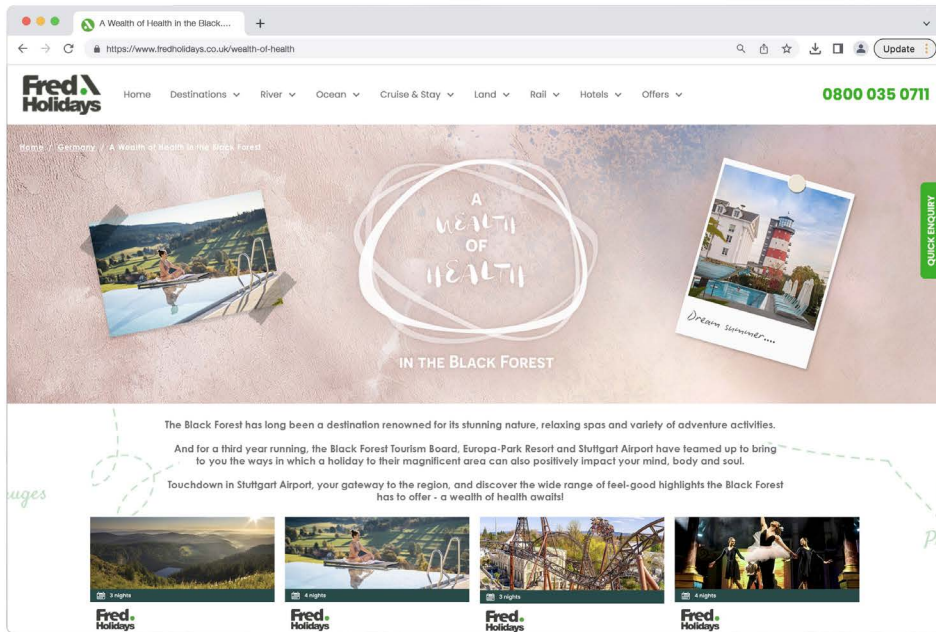




Email



## Strategic Partnership



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For more information, please contact:

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